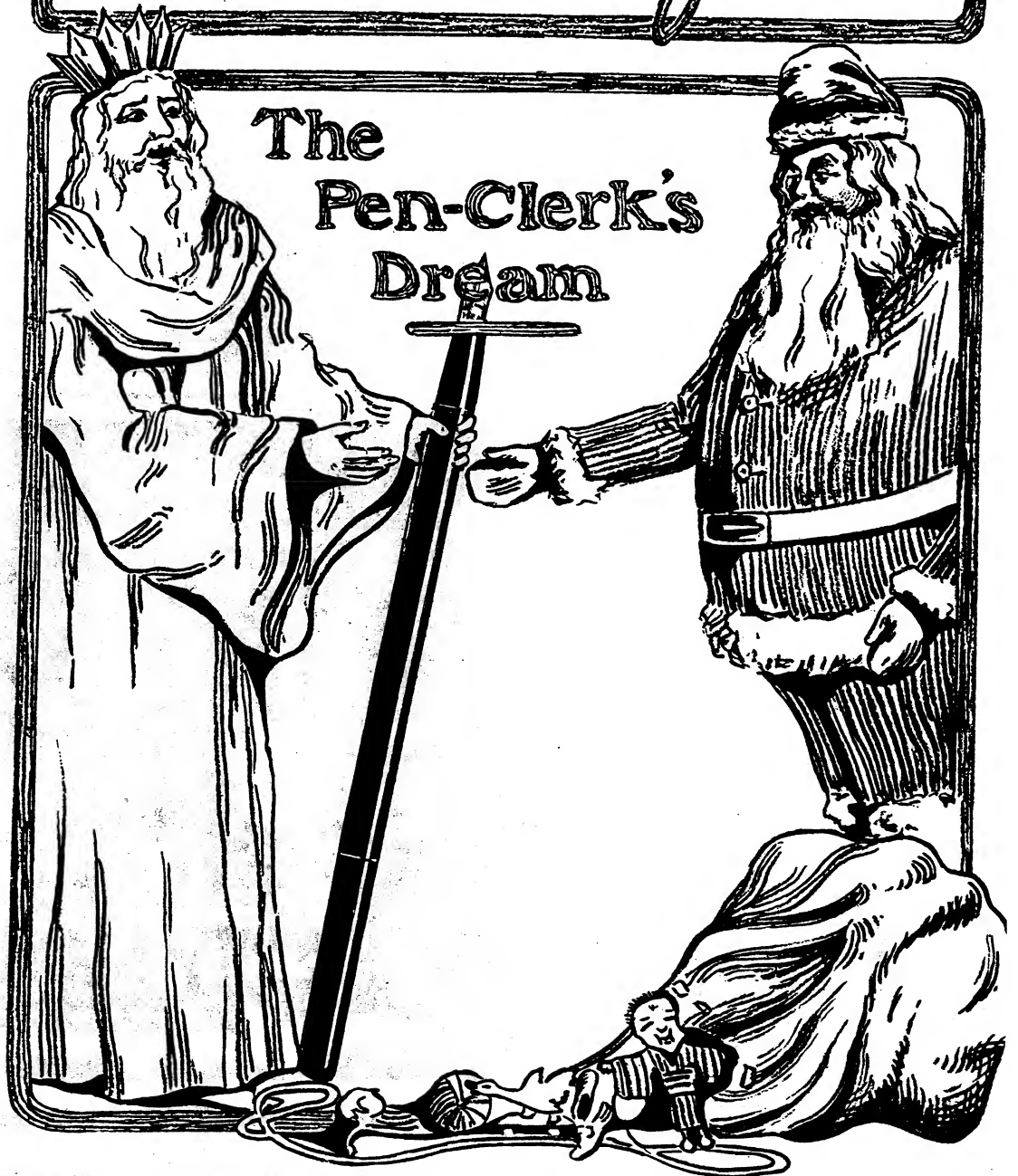


The Pen Prophet



Vol. 1

December, 1903

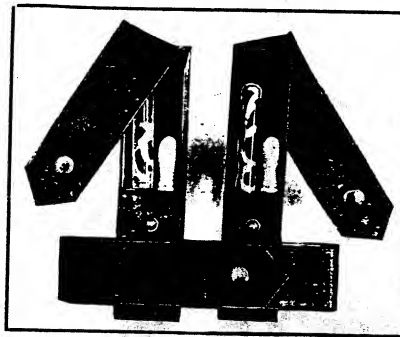
No. 8

Knapsack Case

FOR

Waterman's Ideal Fountain Pen

(Not Furnished With Any Other Pen)



Travelers and tourists will welcome our Knapsack Case because of its convenience and the protection it affords.

Furnished with gold or silver mounted pens without charge.

Sold with plain pens at 35c. each.



An Attractive Christmas Window by the L. E. Waterman Company

Harvest and Seed Time

Both in One

The harvest always produces the seed for the next crop.

How true this is of Waterman's Ideal Fountain Pen.

At Christmas the Pen Clerk puts in his sickle and reaps a big harvest from the sale of Waterman's Ideals.

And at the very same time he sows these very same pens as seed for a bigger crop the next year.

What an encouragement there is for business in this profitable crop.

Did you ever stop to consider how universally good each individual Waterman Ideal is as seed?

The few that go bad because of bad use are so few.

And the vast number of pens that bear ten, twenty, one hundred fold, because they are enthusiastically recommended by their users.

Why, the pen that is writing this very editorial must have slain its hundred of ordinary pen slaves by inducing the purchase of Waterman's Ideals.

Think of it! The bigger your crop this year, the larger in proportion it will be next year.

If—

Oh, yes, there's an "if" about it—only one.

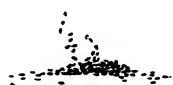
Not that the pens won't be bought somewhere, for it is a fact that "every pen sells ten."

But the if in the case concerns you.

If you push the pens you'll get the sale and not some other fellow.

That's all the "if" there is.

For the world "do move" and Waterman's Ideals do sell, and harvest and seed time are one as far as these pens are concerned.



The Pen Clerk's Dream

"Well, I'm tired," said the Pen Clerk, as he dropped into an easy chair before the open fire. It was nearly twelve o'clock on the night before Christmas. The day had been most busy—the sales larger than ever before. It seemed almost a pity that Christmas came but once a year. It would



As Santa emerged from the chimney.

have been tiresome work, indeed, had it not been for the large number of pens sold and the evident satisfaction of each customer. Many of the buyers were already Dip-no-mores. They bought pens for Christmas gifts and each and every one

insisted on Waterman's Ideal. The Roll Book rang with sincere praises of hundreds of loyal members from the great army of Dip-no-mores.

But after all he was tired, and he appreciated more than ever his open fire and his Morris chair. His mind drifted from the events of the day and seemed to centre on the fire before him. He watched it intently and the weird shapes and fancies seemed to soothe him, and he felt rested. How cheerful a grate fire was! How comfortable and warm! He was content.

Suddenly he heard a rumbling overhead and a tramping as of many hoofs. What had happened? Before he could answer his questionings, down the chimney and into the room jumped a jolly old fellow. The Pen Clerk gasped, he was so astonished. Here was the Santa Claus he had refused to believe in since a child. To think that after all these years he should meet him face to face.

While these thoughts were passing through the mind of the Pen Clerk, old Santa Claus had not been idle. He seemed entirely oblivious of the Pen Clerk's presence and arranged some gifts on a chair for want of something better.

A great commotion was again heard above—a wild jingling of sleigh bells and confused hoof beats. Old Nick darted up the chimney and an instant later the Pen Clerk was bounding up the two flights of stairs. He got out on the roof just as Santa Claus emerged from the chimney.

"A little restless to-night, aren't you?" spoke St. Nick to his fleet-footed reindeers, as they pranced about, eager to be off.

It was cold, bitterly cold. The Pen Clerk shivered. The roofs and the ground below were covered with ice. Santa jumped into his sleigh, picked up his furs and was about to go, when he noticed the Pen Clerk gazing at him somewhat bewilderingly.

"Hello!" he said, and springing out he threw some furs around the Pen Clerk, adding, "Well, you must be cold; you see, I have been so busy that I haven't minded the weather. Jump right in here with me; I'm off to see a friend of yours."

As they drove over the house tops, Santa explained that he had of late years been distributing fountain pens as gifts, but this year the demands were so great his supply was exhausted, and he was now on the way to the home of his reliable old friend, the Pen Prophet, from whom he could always get a fresh supply.

"Why, do you know," said St. Nick, "nowadays every one wants a pen—and some folks want two, one for red and one for black ink. Every business man, banker, clerk, book-keeper, writer, stenographer, editor, and even all the school children, as well as the college men and women, want Waterman's Ideal."

Just then he pulled up over the Pen Prophet's mammoth establishment. They descended and soon explained the situation to their companion.

"I thought as much," said the Pen



"That old crank was talking in his sleep."

Prophet, "I have been in close touch with Pen Clerks all over the country, and from what they told me I knew I wouldn't be able to satisfy the people's wants."

While he was talking, he pulled out a heavy cloak, pushed up his fur gloves, and turning to Santa Claus, said:

"Now, Nick, you know your deer are tired and we'll never make our rounds with them. I believe in keeping abreast of the times, and if you'll trust yourself in my hands, I'll complete the route before any one is stirring."

He excused himself, and a few minutes later they heard a shrill whistle from above. They went up again to the roof and there

saw the Pen Prophet calmly seated in a long, narrow automobile, with a golden tip on the front which acted as a head light. When the Pen Clerk looked at it more closely, he saw that it was an enormous Ideal Pen on wheels, hollow in the centre, where it held thousands and thousands of real Waterman Ideal Pens. There were all sorts and kinds and sizes, from a number twelve to a number eighteen, some with silver holders, others with gold, some chased and others plain—stubs, obliques and regular pens.

Old Nick and the Pen Clerk got on and soon they were gliding over the roofs at a splendid speed.

"My," said St. Nick, "but we are going." And so they were.

Old St. Nick, who had been rather skeptical up to this point, began to look relieved. Not only was the auto covering the ground more rapidly than his deer, but the combined efforts of the three soon told on the stock of pens, as house after house was visited. At each, Waterman's Ideal Pens were left for all the members of the family. "You see," said the Pen Prophet, "we have a pen for every hand and every age."

At one house the Pen Prophet stayed

longer than usual, and when he came up he was shaking with silent laughter.

"That old crank," he said, "was talking in his sleep, and as I heard something about 'pen' I stopped to listen. One of my friends, a Pen Clerk, has been trying to sell him an Ideal for some months, but he is an old codger, set in his ways, and he wouldn't invest. But he evidently changed his mind to-night, for he was saying over and over, 'I'll get an Ideal to-morrow,' and he will, for I left a No. 16 on his desk."

In the early hours of the morning the Pen Clerk found himself in front of his own house.

"Here you are back home again," said the Pen Prophet, "and I am glad you could be with me and see how Nick and I work together. To-morrow you will hear a universal shout of gladness from the newly made Dip-no-mores. Here are a few pens you may keep for yourself."

"Thank you," said the Pen Clerk; "I have been selling pens for years, and I certainly appreciate them as a gift."

So, thanking the Pen Prophet, he started to go in his house. He had given back the cloak which St. Nick had thrown about his shoulders and the cold air struck him sharply. He moved as if to warm himself and then awoke. The fire was out, but Christmas warmth was in his heart and he was happy in the thought that he had helped the Pen Prophet—but, had he?

"Well," he said, "if I haven't before, I will now. The Pen Prophet is a grand old man, doing a grand work, and this dream has awakened my dormant energies and I am going to try this New Year to make more people happy by placing in their hands the king of writing instruments, Waterman's Ideal Fountain Pen."



The fire was out.



October Prize Winners

- First Prize (\$10): C. L. Thompson, with The Barrows Brothers Co., 133 Euclid Ave., Cleveland, Ohio.
- Second Prize (\$9): W. P. Waddy, with E. Waddey Co., 1105 E. Main St., Richmond, Va.
- Third Prize (\$8): Morris Sanford, Sec. Geo. A. Mullin Co., Cedar Rapids, Iowa.
- Fourth Prize (\$7): A. M. Hoare, with T. C. Allen & Co., 124 Granville St., Halifax, N. S., Can.
- Fifth Prize (\$6): Wm. G. J. Phelps, with Clark & Courts, Galveston, Texas.
- Sixth Prize (\$5): Arthur L. Stoll, of Stoll & Thayer Co., 252 So. Spring St., Los Angeles, Cal.
- Seventh Prize (\$3): Miss Maude Abbott, with Read & White, 210 N. Center St., Bloomington, Ill.
- Eighth Prize (\$2): B. T. Barry, dealer, Houghton, Mich.

Questions.

1. What are some of the mistakes to be avoided in advertising?
2. How would you use a sum of \$100 to advertise Waterman Ideal Fountain Pens for the holidays in a city with 20,000 or smaller population?
3. Write a five-line reading notice of Waterman Ideal Fountain Pens for use in daily paper. Write and indicate arrangement of a page advertisement the same subject for magazine use.

First Choice—Mr. Thompson's Paper.

1. The successful advertiser is not the man who contents himself with a few laudatory remarks of his merchandise, in print, here to-day, there next week—any old time or place, apparently, being satisfied as long as he spends the money, but the man who goes at it in a thoughtful, systematic way.

Advertising is a business in itself and should demand as much time and study as the financing of your business or any department of same. I care not how small your town, your trade may be, or how

well you are known, it is absolutely essential that you avoid desultory publicity if you are to make your advertising pay; and it will pay—pay bigger than any department in your store—if you go at it right.

A complete campaign should first be laid out, then each ad. carefully written. The copy should be prepared at least a week before publication. Never leave it until the last moment, when you must rush it off without due study and thought. Use plain English. Don't talk over the people's head. Don't soar into poetry of flowery language. Don't try to be cute or joke. Come down to the every-day man's level. Talk earnestly and simply to him. Talk with your pen as you would to a man standing before you. Never speak of a competitor or his goods, you know no competition.

Never allow matter to get stale. Change your copy with each issue and the public will soon watch for your ads. Don't let them appear in any old place the printer thinks they'll fit best. When you sign your contract, it should, by all means, specify a certain space on a certain page—the "local" page I consider best—see that you get it and keep it. Don't take space hidden away in a wilderness of ads. just because it is cheaper. Pay more for the space or reduce it, if necessary, but get next to reading matter.

Don't crowd your matter. Use plenty of white space. Avoid too many display lines—two should be sufficient. The body of your ad. should always be set in the same size and style of type—ten or twelve point old style Roman is good. Never lose sight of the fact that you are advertising Waterman's Ideal Fountain Pen. This line should always be more prominent than any part of your ad., so conspicuous that, whether interested or not, in running your eye over the page, you will see it. Your heading should come next in prominence, and last, your firm's name.

2. I put the above question to a merchant a few days ago and received the following answer, that perhaps nine out of every ten men not thoroughly conversant with the subject would give: "Why, sir, with that amount to spend in one month, I could flood this town with personal letters, book-

lets and hand bills; run an ad. in all the papers and have something left over." And that man says advertising doesn't pay. No, it never will if he tries to do so much with so little. Better do a few things and do them well than many things half way. When you make a noise, make a big one—*concentrate your efforts.*

The newspaper will bring you greater returns, dollar for dollar, than any method of publicity you can employ. It is my first choice. A private mailing list second, but the cost of maintaining same and following it up properly would necessitate a greater outlay than your appropriation will allow. Hence, instead of spending a little here and a little there, I would take about sixty dollars and buy the most prominent space in the *best* paper in town—not a little space in all the papers. You will be allowed a certain number of local lines with your contract by most papers in small cities; take these, with all you can buy for twenty-five dollars more. Now you have enough space to make a good showing for your display ad. and enough lines of local to use a few on every page of the paper at each issue for the month. Fill these with chatty, straight talks, changing your copy with every issue, and your advertising will pay for itself a dozen times over, other things being equal.

There is still fifteen dollars of your appropriation left. This I would use to assist the best salesman you have—your show window—to attract and keep alive public interest. Have at least one neat sign for every new trim—never allow a trim to remain over a week at a time, three days is long enough. Always aim to have your windows bright, fresh and new—that means a small outlay for trimmings, etc. Don't be afraid to spend a little money here. It will bring greater returns than a like amount spent in any other way.

By your persistent and generous newspaper work you have first attracted attention, then an interest: your window has furthered the good cause and drawn the public to your store. How about your department and stock? Does it bear out the good impression made? If so, I can

vouch for this being the most profitable venture you have ever undertaken.

3. When selecting a Christmas gift, why not combine beauty with practicability? A Waterman Ideal Fountain Pen is a most acceptable gift, especially in the fancy mountings. It is a pleasure to show them.—Smith & Jones.

Mr. Waddy's Excellent Plan for Advertising with \$100.

1. To advertise successfully, one must be original, must write something out of the ordinary, but must be brief. People have neither the time nor disposition to read long advertisements. The subject must be brought to their attention in such a quick, concise manner that they will have swallowed the whole dose before they realized it. To accomplish this let the type be such that will catch the eye and yet so plain that it can be read with the utmost ease. Avoid flourishes, which, like useless words, detract instead of adding anything. Let the matter be crisp, bright and right to the point. Facetiousness must be avoided, as its presence will make the advertisement useless. Don't take more space than you can handle or than your subject will fill, for that is wasting money. Don't fail to use a good picture or illustration whenever you can. The public are attracted by pictures and their attention is the first thing you desire. Don't forget that the most expensive advertising mediums are frequently so productive of results that they are far cheaper in the end. A good advertisement in a poor medium, like a man with brains and no energy, will never be noticed much.

2. First I would have the L. E. Waterman Co. send 100 of their three-sheet posters with the words "Largest assortment" and my firm's name and street address printed thereon. These could be posted on bill boards with a three weeks' guarantee, and a possibility of remaining up longer in some places, for \$12.00. Then I would take twenty-eight four-inch daily insertions in the leading morning newspaper, which would cost, say, \$2.50 per insertion, or \$70 in all. In keeping this matter alive, my

efforts should never tire. The same advertisement should never appear twice and I should use an assortment of cuts which would be furnished by the L. E. Waterman Co. free, and which would assist me in attracting the eye and attention of the newspaper readers. Then I would prepare two neat circulars, using appropriate cuts, one for men and one for women. The man's circular should call his attention to the pen as the most acceptable and useful gift for his clerks, stenographers, bookkeepers, as well as others in his employ, and his friends. The ladies' circular should refer more particularly to husbands, brothers, fathers, sisters, sons and daughters, for the woman after all buys the most of the Christmas presents. These circulars, on nice stationery with envelopes, should not cost more than \$8.00, and would be delivered in person by the office boy to each residence, all properly addressed, for delivery in this way means that they will be read. The remaining \$5.00 would pay for the holly and decorations for an elaborate Christmas window of "Waterman Ideal Pens."

3. Waterman's Ideal Fountain Pen. Absolutely guaranteed perfect flow and action. Saves time, lasts a life time, makes a handsome and useful Christmas present for any one. Largest assortment at Waddey's, 1105 E. Main St.

A Good Campaign from Mr. Sandford.

1. Perhaps the most frequent error in advertising is the failure to work to a definite plan, to map out in advance the campaign of publicity.

A common mistake is to make your appeal too general in its character. An advertisement which is specific—which talks about some certain item of your stock in a convincing way—will bring immediate results and will also do all that a more general ad. could do in impressing on the public mind your name and your business.

The wisest advertisers change their copy every issue. Some unwise advertisers do not.

It is a serious error to neglect the inexpensive methods of advertising, such as the use of signs, the placing of a bit of printed matter in each outgoing package, the judicious distribution of circulars and other literature furnished by manufacturers, the use of window displays and bulletins.

In writing ads., any attempt at "smartness" should be avoided, originality in idea and expression should be sought for.

Words are money, and every ad. should tell its story in the shortest space possible. Few capital letters should be used. Ads. should be illustrated whenever possible. Pictures attract. When possible, type should be distinctive. Stale and hackneyed phrases should not be used. Useless ornaments should be omitted, both in rhetoric and typography. Not least of possible mistakes is the using of too many papers. When the advertising appropriation must be limited, it is a safe rule to select the very best medium and devote every energy and as much money as necessary to get from it the best possible results. This done, spend the rest of your money on the next best medium.

2. I should divide an appropriation of \$100.00 about as follows:

- | | |
|---|---------|
| (a) A series of 4-inch single column ads. run in two daily papers, twice a week, from Nov. 10th to Dec. 25th. Since we should contract for a definite space, the cost would be—26 insertions at 60 cents..... | \$15 60 |
| (b) A series of 6-inch double column ads., one each week for four weeks in two papers.—8 insertions at \$1.80..... | 14 40 |
| (c) 240 lines, locals, at 10 cents..... | 24 00 |
| (d) Street car cards, run from Nov. 10th to 20th, Dec. 15th to 25th, two-thirds of month at \$4.00.. | 2 67 |
| A series of four bulletins, carefully prepared. | 4 00 |
| Thirty 3-sheet posters (30 day exposure). | 12 00 |
| Mailing 500 copies "Pen Prophet"... | 7 50 |
| Mailing note to 250 ladies..... | 7 50 |
| Mailing letters to 250 employers.... | 7 50 |

Window display, Thanksgiving week ;
window display, Christmas
week ; inside display, globe
signs, filigree sign. etc. ; Church
Fair advertising contest ; pre-
paring and distributing 600
circulars, enclosing bookmark
to school children..... 5 00
\$100 17

Mr. Hoare's Second Question.

2. I would use the greater part of it in the daily press. I believe the daily papers which go into the houses of the people, and are eagerly scanned by them every day, if the advertisements are well written, tastefully displayed and in good positions near live reading matter, the very best advertising mediums obtainable. The circular is good in its place, but how often is it consigned to the waste basket and never seen more, while the ad. in the paper, "though crushed to earth, will rise again," and the next night, utterly oblivious of the contemptuous "turn down," shines just as brightly in the reader's face and says its story just the same. And that, too, after the seventy and seventh time of rejection.

A Good Talk on Advertising from Mr. Phelps.

1. The mariner upon the sea of advertising must guard against shoals and beware of breakers. In advertising an article it is easier to make a mistake than to correct one. In the first place, never misrepresent an article in an advertisement. Be honest.

It is the proud boast of most business houses that their business is done, not only honorably, but done with an eye to holding each old customer while securing new ones, believing, too, that a satisfied customer is their best advertisement, as his good words of praise and value received do much toward influencing his friends' purchases.

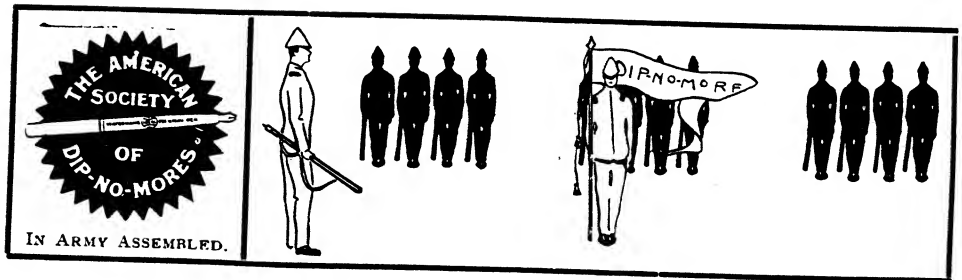
In an ad., get the attention of your readers first—then keep it. Don't be too "long-winded." The general tendency of an advertiser nowadays is to say too much about the article he is pushing. The advertiser

who makes his mark in the world uses short, direct and convincing ads. that always hit the point. Short, terse ads. become household sayings. In advertising in the local paper, the ad-man should buy his space just as near reading matter as possible. People don't buy papers or magazines simply to read the advertising in them, though most papers aim to increase their lists of subscribers for the reason that the larger their circulation, the more advertising they can secure, and get a better price for it, too.

Don't go at it half-heartedly. Fill your ads. with your own enthusiasm: be cheerful, be earnest, be eloquent in the praises of the article you are bringing to the public notice. Persevere until your persistence has won for your article the recognition it merits. Don't even be satisfied when you have succeeded. Keep at it. When your ads. are stopped, the results will cease to appear.

Study the good ads. in your local papers and in the current magazines—note their consciousness and directness, then write out a "straight from the shoulder" talk and it will interest your reader. Make him desire a better acquaintance with the article you advertise. Try your local papers first. Get the business of your home town—your real world, before asking for "new worlds to conquer." Failures often attend efforts to cover too much ground. Don't go ahead until your plan of campaign is arranged and carefully mapped out. It needs many diagrams and working drawings. Your employer has not much of a budget set aside for advertising. Be careful lest you invest it foolishly and do not get the greatest good from it. Show your employer that you are bringing in a regular harvest of business as the results of good generalship and hard application to your advertising campaign. Interest one class of people at a time, appealing to the peculiarities of each class. In this way you can reach the man of business, the student at college and academy, the tradesman and the professional man.

We greatly regret that lack of space will not permit us to print the other papers.



Mr. J. L. McIntyre, of Wilmington, Delaware, has been using "His Nibs," as suggested in a recent issue of "The Pen Prophet." He made a sign by using two Ideals and the announcement, "We are introducing 'His Nibs' this week. Waterman's Ideal Fountain Pens, \$2.50, up."

His order was twice its usual size and he blamed the sign.

In the interest of the Pacific Coast trade, Mr. Kenny will be found at our branch office, 138 Montgomery St., San Francisco, where he will fill all orders and in other ways take care of our growing trade on the coast.

This photograph was sent to us by an enthusiastic Captain of the worthy Army of Dip-no-mores, who, in the course of his travels has enlisted privates of many nations. His recruits this time were five little Chinese children, who enjoyed nothing more than to watch their Captain use his Waterman's Ideal.

Clarence E. Swartz, with Wm. G. Johnston & Co., Pittsburg, Pa., writes as follows:

"I have been a Dip-no-more for one year and consider that year as fifty-three weeks, as I estimated one week saved that would have been spent in dipping some more."

An enthusiastic Dip-no-more proves that the Ideal Pen is a money as well as a time-saver. He says:

"My Waterman Ideal saved a man an even \$25. I'll tell you how it was. Two months ago in Newport I was at a roulette game and a player lost his ready cash, and as he wanted to bet on the next turn of the wheel he pulled out his check book and wanted to write out a check, when he was informed that pen and ink were down stairs. He was disgusted, as he could not bet in time, but my Waterman's Ideal came to the rescue and he landed the lucky number."

Mr. A. H. Hoarbleicher, of New York, recently related to a Waterman representative the following: One day last summer while resting at a point off the traveled



roads on the Rigi in Switzerland, he was observed by one of the natives while using his Waterman Ideal, and they compelled him, though a stranger, to write their orders for your pens to New York in order that they might secure an instrument so useful. Two of the four men were in Government employ and were

carrying around in their pockets steel pens and one of the old-fashioned wooden covered ink bottles.

It isn't often, in the hustle and bustle of life at 173 Broadway, that our President has the pleasure of entertaining four charming young ladies, but a short time ago, Mr. Knight, of Sumter, S. C., called, accompanied by his four young daughters. It isn't often that we see five (K)nights in one day! Yet we would gladly have all our days turned into Knights if they would become as enthusiastic Dip-no-mores as our four young Southern friends.

until last week, when he wrote a letter to the L. E. Waterman Co. and showed how really funny he could be on the subject. "Please fix me up with a pen that I can do business with," he wailed, "or else don't advertise where I can see it."

A pen was selected, suitable to his hand, and on the following day he sent conclusive evidence that he was able "to do business" with it in the shape of the following verse penned on the back of a post card:



EMMA

MARIE

GERTRUDE

HOLLY

Mr. E. B. Clark will make his headquarters with A. C. Johnston & Bro., 2379 St. Catherine street, Montreal. He will be glad to see all members of the trade.

W. J. Lampton, special contributor to the New York Sun and other prominent papers and one of the best known and most popular metropolitan writers, has been won over by Waterman's Ideal Fountain Pen.

Mr. Lampton has been suspected of being the author of the fountain pen "jokes" that have filled the columns of the comic papers. That is, he was under suspicion

Oh, say,
The pen that came to-day
Is a Bird,
And I'm stirred
To the depths of pleasure
Every time I feel the measure
Of its smoothness in my fingers,
And the feeling lingers
When I lay it down.
For years, the cross,
And not the crown,
Has been my luck
With fountain pens;
But now comes this,
And bitterness is bliss.
And poetry flows from its fountain
As softly as oil from a cruse,
And the Ideal Waterman pen is
The pen of a happy Muse.
See?
That's Me—
Now.
Wow!
Thanks.

Pen Push

From now until December 25 there will be one question uppermost in everybody's mind—what shall I give? Each one of the number is a prospective purchaser of a Waterman's Ideal if you put the pen before them in the proper way.

The general advertising done by the E. L. Waterman Company is bigger and better than ever before, and if all signs be true, the sale of Waterman's Ideals will be double that of last year. Each dealer should have his share of this increase, and each will have it if he will but cooperate with us and add his local advertising to that we are doing.

Gifts that are beautiful, useful and lasting are ones that will most please your family or your friends. Waterman's Ideal Pen is a gift of never ending usefulness. Prices from \$2.50 up. Come in and try one to day.

As a Holiday Gift Waterman's Ideal cannot be equalled. Whether for man or for woman it is a gift that is sure to be appreciated. Satisfaction is absolutely assured. Exchanges are not only allowed but invited. Prices from \$2.50 up. Come in to-day.

You should brighten up your show-case and window cards with terse Christmas sentiments. A few ideas for cards and readers in your local papers are given below. Every Pen Clerk should write and use some of his own.

Write your Merry Christmas with a Waterman's Ideal, and send one to fulfill the wish.

Waterman's Ideal is a beautiful and lasting reminder of the giver.

Start your New Year write. Get a Waterman's Ideal.

Farewell, Inkwell! Waterman's Ideal insures your independence.

Insure a Merry Christmas by getting a Waterman's Ideal.

Many people are in the habit of leaving things to the last minute, and it is well to get an advertisement in the paper a day or two before Christmas and catch the delinquents. Others have probably waited because they didn't know what would be an appropriate gift. The advertisement suggested below would bring such people to your store.



We have designed a Christmas cut for use in the newspapers, as shown herewith.

It will be mailed to any dealer handling our pens. If you prefer a half-tone for use on cards, circulars, booklets, etc., we will send it. Electrotypes of our trademark can be obtained at any time. We have suggested below one or two advertisements to be used with the Christmas cut for those dealers who are too busy to make up their own.

"Last Minute" Perplexity

if you've waited till the last minute trying to think of an appropriate gift get a

**Waterman's
Ideal
Fountain Pen**

Whether for a man or a woman it is a gift that is sure to be appreciated, that can be as beautiful as you desire, and that has not been shop-worn or otherwise marred by Christmas shoppers. There is yet time to buy a beautiful and appropriate present.

We would like to have all the dealers send us proofs of such Waterman advertisements as appear in their local papers, so that we may keep them in our scrap book record.



The Editor in the Shipping Room.

December and January are busy months with us and even the Editor of "The Pen Prophet" had to doff his coat and turn to in the shipping room. They found him so valuable a helper down there that they promise to keep him busy during the rest of the month. Naturally his back and arms will be pretty well tired getting out your large shipments, so he will be unable to issue a "Pen Prophet" for January.

What He Sent Her.

DEAR JACK:—

I seat myself to-night,
Your Christmas present in my fingers,
And while it spans the paper white,
My memory with the donor lingers.
I thank you darling, o'er and o'er,
For pleasure your dear gift has lent me;
Indeed, it pleases me far more
Than anything you could have sent me.

I took a sleigh ride yester eve,
With that old nuisance, Cousin Billy,
And on the way, would you believe,
He acted most confounded silly.
His love for me was ripe, he said,
And I the harvest should be reaping;
I told him that my heart had fled
Into another fellow's keeping.

And at the ball the other night,
Hid in the green conservatory,
Tom Allison surprised me, quite,
By giving me the same old story.
His gold and lands he'd give to me,
When of my heart he took possession;
I very quickly told him, he
Was 'way behind in the procession.

How many pictures bright I've drawn,
With tender heart-strings all a-quiver,
Of when our marriage day shall dawn,
And we shall be as one forever.
No home shall have more loving queen.
No hearts shall be more bright than ours,
When we are snugly housed within
Our little cot among the flowers.



Polly.

When next you seek this hallowed spot,
You'll find me on the doorstep waiting,
My lips pursed up—for—you know what,
My heart with rapture palpitating.
You'll scream with fright. I'll hug you so,
And scold because so long you tarried—
'Twon't be improper, then, you know,
Because the next day we'll be married.

I thank you, dearest, once again,
Your gift affords me keenest pleasure--
A Waterman's Ideal Pen
Will always be to me a treasure.
I'll write you with it, every day,
Such loving letters, nice and jolly--
Now to my bed I must away.
Good night. Your ever loving

POLLY.

The Pen Prophet

Waterman's Gift Certificate.

Dealers should not forget to push our Ideal Gift Certificate, which was used so successfully last year. As you will remember, these Gift Certificates are beautifully printed in four colors and gold, in clever imitation of the work done by the monks in the Middle Ages.



scheme, first used by Fowler Bros., of Los Angeles, California: They ran out of some sizes one day, and in less than three hours they planned and printed the card shown below. A dozen or so were issued, before a new stock arrived, and afterwards redeemed.

Fowler Brothers

Booksellers, Stationers and Engravers

221 West Second Street

This check issued to

W. H. Kernan

is good for

A Waterman Ideal Fountain Pen No. 15.

Fowler Brothers

Per

We are better equipped than ever to turn out rush orders, and those dealers who failed to lay in a large enough stock for the holiday trade can always replenish even up to the day before Christmas.

We have thousands of pens on hand, but you should order *now*, because a little later delays in transportation will be unavoidable even though we fill your order the day it is received.

To those who wish to know aright,
To those who need a pen to write,
To those who seek the best device,
This motto gives good, true advice:
Dipnomore.

I would rather be wrong with a Waterman's deal than write with another pen.

The write pen for write men.

You are on the write track if you use a Waterman's Ideal.

If anything goes wrong, get a Waterman's Ideal and make it write.

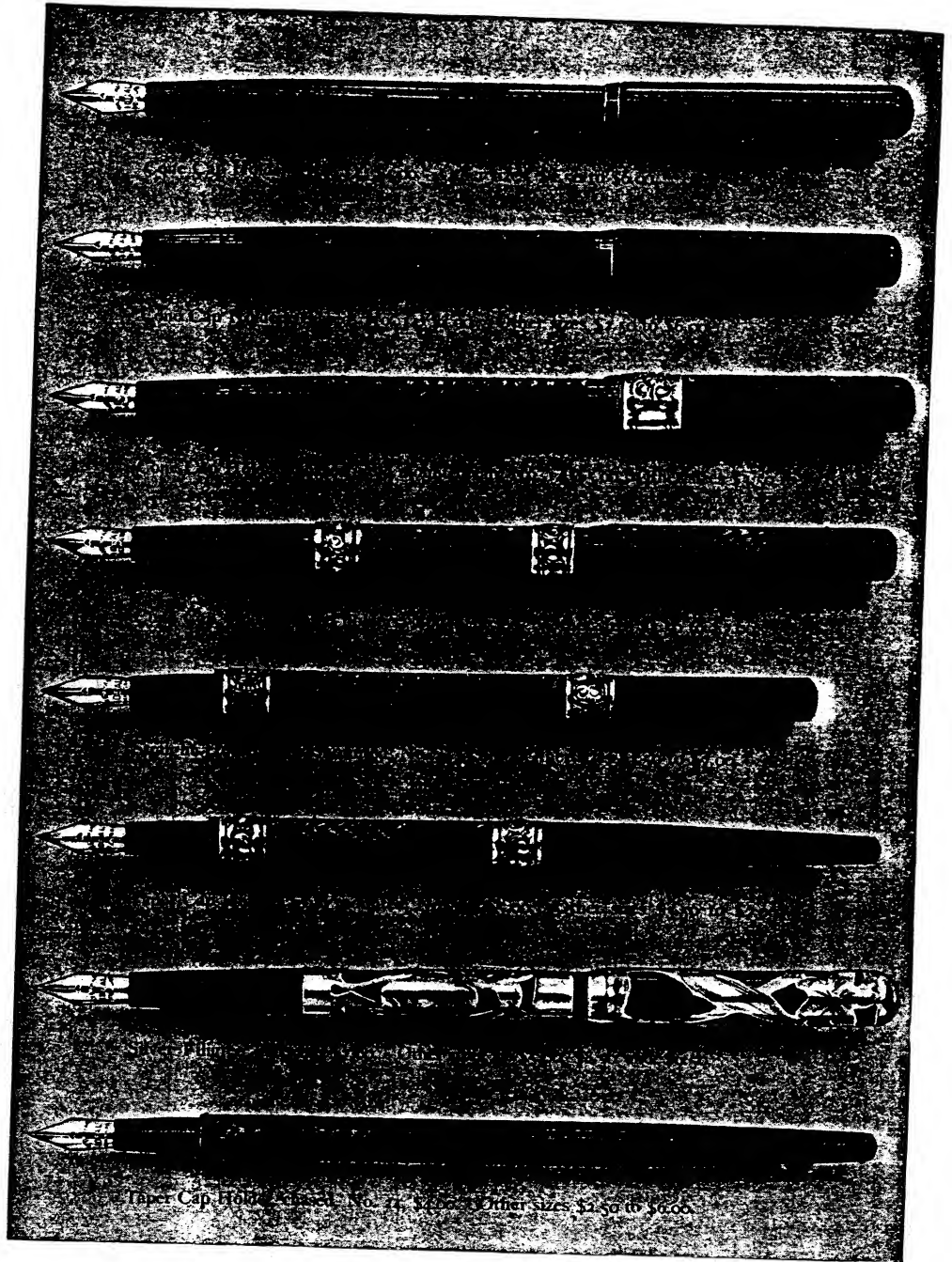
We have a large number ready for the Christmas trade and have advertised them largely in the November magazines, besides using a whole page in the Christmas edition of the New York Herald.

These certificates afford a unique and satisfactory way of presenting one's friend with a Waterman's Ideal Pen, inasmuch as it gives the bearer the choice of a pen suited to the hand. A thing as uniquely beautiful as our Gift Certificate is bound to win favor with many people who otherwise might not invest in an Ideal Pen. Others will find it an interesting novelty and in every case the recipient will secure greater satisfaction.

Each dealer should have them on display in his store, both on the show case and in the window. Advertising in the local paper would pay also.

We have called your attention elsewhere to the fact that pens can be obtained up to the last minute. However, if there is not time to do that, we offer the following

Styles of Waterman Ideals



The gold pens shown above are the No. 4 size only. Others as priced,
Smaller sizes No. 2 and No. 3; larger sizes No. 5 and No. 6

December • Prize • Contest

This is the last of the contests which were planned for the year 1903. Each month Fifty Dollars in prizes has been offered for the best group of answers to questions founded on the lessons in the book entitled "Waterman's Ideal Salesmanship." The questions have been entirely new and have differed as much as possible from those used on the Examination papers. Every Pen Clerk should compete. A copy of this book will be sent without charge to any intending competitor, or to any dealer or employee who sells Waterman Ideal Fountain Pens. * * * * *

Cash Prizes

will be divided as follows:

First prize	\$10.00
Second prize	9.00
Third prize	8.00
Fourth prize	7.00
Fifth prize	6.00
Sixth prize	5.00
Seventh prize	3.00
Eighth prize	2.00

Grand Prizes

At the close of the contest **Grand Prizes** as follows, will be awarded to the winners of the greatest number of cash prizes:

Five ten-dollar Waterman Ideal Fountain Pens
Fifteen five-dollar Waterman Ideal Fountain Pens
Ten two-and-a-half-dollar Waterman Ideal Fountain Pens

Eligibility

Every dealer who sells Waterman's Ideal Fountain Pens is entitled to compete for these prizes, and every employee of every dealer is equally eligible, provided pen selling is part of his duties. Two or more employees from the same store stand just as good a chance of prize winning as if they worked a thousand miles apart.

The employees of the L. E. Waterman Company are not eligible for this contest, as a special competition along similar lines has been arranged exclusively for them.

Questions

1. What objection to fountain pens in general do you most often encounter? How do you meet it?
2. What points about the care of a pen do you impress upon a customer who buys, for the first time, a Waterman Ideal?
3. When you have sold a customer a pen, do you regard the transaction as finished? Can he be of any further use to you as a pen customer? How? Give us a brief description of some plan you have employed or that you expect to employ in using the influence of a new customer to make further sales.

Answers

to these questions must be sent in to reach us by February 1. Write plainly on one side of the paper only. Regular letterhead size is the best to choose. Write your name and address and the number of your Waterman Ideal Salesmanship at the top left-hand corner of the paper. Number will be found on inside of front cover. If a dealer, give your name and address as you use it in correspondence with us. If a clerk, give the name and address of your employer in addition to your own name. * * * Practice conciseness in your writing. Do not leave out interesting details, but state them forcibly and briefly. Papers ought not to exceed seven hundred and fifty words in length. In making awards literary merit is less considered than the practical qualities of the paper. * * * * *

L. E. Waterman Company • 173 Broadway
New York City